



Underage Drinking: something new is brewing in Wisconsin

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- A Matter of Degree
- MADD
- Reducing Underage Drinking through
- Coalitions
- Center for Science in the Public Interest
- American Medical Association
- Center on Alcohol Marketing & Youth
- Leadership to Keep Children Alcohol Free

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Committee on Developing A Strategy to Reduce and Prevent Underage Drinking

Report released 2003

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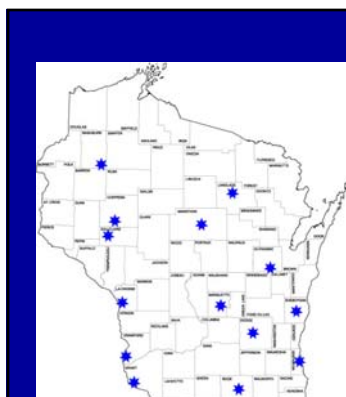


START TALKING BEFORE THEY START DRINKING
www.stopalcoholabuse.gov

National Support for 2006 Town Hall Meetings



"My name is David and in 8 years I'll be an alcoholic."



22 Wisconsin communities registered Town Hall Meetings

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Emerging Themes

- There is a general understanding that "the culture" contributes to underage alcohol use, culture is seen as a fixed feature of the landscape.
- Most parents/adults are not aware of the lower alcohol initiation age – parents view underage drinking through the lens of their own youth.
- Attendees are unaware of alcohol's impact on the developing brain.
- In some communities, people know youth access to alcohol is often social access, but are unaware of options available for enforcement or even what is illegal.
- Spontaneous youth participation has a great deal of impact.
- The original time frame didn't allow time to create an engaged planning committee
- Some regretted the failure to lay out next steps as part of the meetings

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Wisconsin's Town Hall Meetings

- Create a planning committee that reflects all segments of the community and community leaders involved in preventing and reducing underage drinking – law enforcement, educators, health care providers, and treatment providers.
- The Clearinghouse will support media advocacy, especially with the local paper, in advance of the meeting.
- The meetings will be held at any time from September 12 to October 30 enabling communities to avoid high school sports, community events and Halloween. Local outcomes require local schedules.
- Every agenda will conclude with community plans for next steps.

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Important Developments in Alcohol Advertising



Madison Media Market

Analyzing 142,062 alcohol ad placements on television in the Madison television market during 2004:

On a per capita basis, youth ages 12 to 20 were more likely than adults to see 39,093 ads, or 27.5% of ads that were shown in Madison during 2004.

Eight brands of alcohol exposed youth to more alcohol advertising per capita than adults.

Four channels exposed youth to more alcohol advertising per capita than adults.

764 programs delivered more alcohol advertising to youth per capita than to adults.

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Madison Media Market Summary 2004

Youth were exposed to more alcohol advertising per capita than adults on 764 different programs (with at least three alcohol advertisements in 2004).

- ESPY Awards (ESP2), 434.4% more
- Let's Bowl (COM), 431.3% more
- Whatever It Takes (COM), 401.5% more
- 40 Days And 40 Nights (COM), 374.2% more
- Barely Brooke (E!), 370.7% more
- BET Now (BET), 366.5% more
- I'm with Busey (COM), 363.7% more
- High School Basketball Skills (ESP2), 352.0% more
- Oscar and Lucinda (BRAV), 329.8% more
- 50 Greatest Hip Hop Artists (VH-1), 329.5% more

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Milwaukee Media Market

Analyzed 141,963 alcohol ad placements on television in the Milwaukee television market during 2004.

On a per capita basis, youth ages 12 to 20 were more likely than adults to see 39,209 ads, or 27.6% of ads that were shown in Milwaukee during 2004.

Eight brands of alcohol exposed youth to more alcohol advertising per capita than adults.

Five channels exposed youth to more alcohol advertising per capita than adults.

762 programs delivered more alcohol advertising to youth per capita than to adults.

Youth exposure to alcohol advertising in the Milwaukee market was substantial and significant. Eight brands exposed youth to more alcohol advertising per capita than adults in the Milwaukee market:

- Captain Morgan Flavored Parrot Bay Rum, 153.6% more
- Patron Tequilas, 13.2% more
- Rock Green Light Beer, 14.7% more

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Milwaukee Media Market Summary

Finally, youth were exposed to more alcohol advertising per capita than adults on 762 different programs (with at least three alcohol advertisements in 2004). The top programs (and channels on which they appeared) that contained advertising that overexposed youth were:

- ESPY Awards (ESP2), 434.4% more
- Let's Bowl (COM), 431.3% more
- Whatever It Takes (COM), 401.5% more
- 40 Days And 40 Nights (COM), 374.2% more
- Barely Brooke (E!), 370.7% more
- BET Now (BET), 366.5% more
- I'm with Busey (COM), 363.7% more
- High School Basketball Skills (ESP2), 352.0% more
- Oscar and Lucinda (BRAV), 329.8% more
- 50 Greatest Hip Hop Artists (VH-1), 329.5% more

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Green Bay Media Market 2004

Analyzing 141,603 alcohol ad placements on television in the Green Bay television market during 2004:

On a per capita basis, youth ages 12 to 20 were more likely than adults to see 39,067 ads, or 27.6% of ads that were shown in Green Bay during 2004.

Eight brands of alcohol exposed youth to more alcohol advertising per capita than adults.

Five channels exposed youth to more alcohol advertising per capita than adults.

766 programs delivered more alcohol advertising to youth per capita than to adults.

Youth exposure to alcohol advertising in the Green Bay market was substantial and significant. Eight brands exposed youth to more alcohol advertising per capita than adults in the Green Bay market:

- Captain Morgan Flavored Parrot Bay Rum, 153.6% more
- Patron Tequilas, 18.2% more
- Rock Green Light Beer, 14.7% more
- Bass Ale, 10.9% more
- Absolut Raspberry Flavored Vodka, 8.8% more
- Beck's Light Beer, 8.3% more

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Green Bay Media Market 2004

Underage youth were more likely per capita than adults of legal drinking age to have seen 39,067 alcohol television ads during 2004 in the Green Bay market.

Ads overexposing youth represented 28% of all alcohol advertising in the Green Bay market. This included 59 spot advertisements, 12.5% of the 472 spot advertisements placed directly on TV stations in the Green Bay market by the alcohol industry. These overexposing spot advertisements cost a total of \$4,952.

Brands

The following alcoholic beverage brands accounted for \$4,952 of this spending:

- Budweiser Select Beer, \$3,432
- Corona Extra Beer, \$1,520

Programs

Overexposing ads were broadcast on shows ranging from sports programs such as SportsCenter and Pro Basketball Game, to drama programs such as Shield and True Hollywood Story, to variety programs such as Mad TV and Mad TV Syndication, to situation comedies such as Arrested Development-Fox and That '70s Show/Fox, to talk shows such as Daily Show and Howard Stern Show.

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Networks in Wisconsin Markets

Five channels (with at least 10 alcohol advertisements in 2004) exposed youth to more alcohol advertising per capita than adults, including:

- BET, 125.2%
- COM, 89.9%
- VH-1, 86.4%
- UPN, 8.3%

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ARTICLE

Effects of Alcohol Advertising Exposure on Drinking Among Youth

Leah B. Snyder, PhD; Frances Fleming Milici, PhD; Michael Sauer, PhD; Helen Jia, MA; Tatyana Zerkhina, PhD

Objectives: To assess whether alcohol advertising exposure and the degree of exposure to alcohol advertisements affect alcohol consumption by youth.

Design: Longitudinal panel using telephone surveys.

Settings: Wisconsin in 24 US media markets, April 2000 to February 2001.

Participants: Youth aged 12 to 20 years were recruited via random-digit-dial and household lists. Youth were interviewed at baseline and follow-up. Youth were interviewed at baseline and follow-up. Youth were interviewed at baseline and follow-up.

Results: Youth who saw more alcohol advertisements on average drank more (each additional advertisement seen increased the number of drinks consumed by 1%). Youth in markets with greater alcohol advertising exposure drank more (each additional dollar spent per capita on alcohol advertising increased the number of drinks consumed by 1%).

Conclusions: Alcohol advertising contributes to increased drinking among youth.

Arch Fam Public Med 2006;160:18-24

"Youth who saw more alcohol advertisements on average drank more (each additional advertisement seen increased the number of drinks consumed by 1%)..."

Snyder, Milici, et al January 2006

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Philadelphia Bus Stop



New York and Texas Billboard



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Texas and California Billboard



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